

18 - 24 Year Olds

Although overall smoking prevalence in California has remained stable, 18-24 year olds are the one age group to experience an increase in smoking prevalence between 1996 to 2001. Several causes have been suggested: 1) a cohort of youth experienced a very high smoking prevalence during their adolescent years and now moved into the 18-24 year old age group in California and 2) nationally, tobacco industry marketing efforts have emphasized young adults. Despite 18-24 year olds having strong anti-tobacco attitudes, they are also the most likely adult age group to be susceptible to tobacco industry marketing. In 2001, 56.7% of 18-24 year olds recalled seeing an advertisement for a specific brand of cigarettes in the last 30 days, whereas 40.8% of people aged 25 and older did.¹

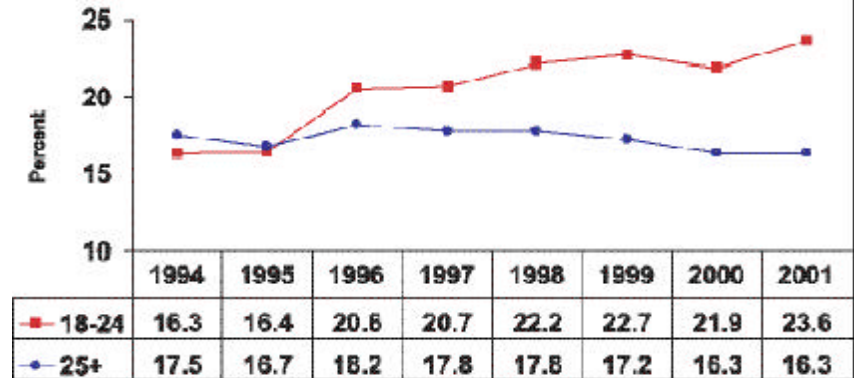
Smoking Prevalence

- While the smoking prevalence among 18-24 year olds was once similar to the prevalence among people aged 25 and older, 18-24 year olds now have the highest smoking prevalence of any age group.
- The 18-24 year old smoking prevalence has continued to rise while the smoking prevalence for 25+ has decreased.
- As with all age groups, 18-24 year old men are more likely to smoke than women of the same age.

Daily & Someday Smoking

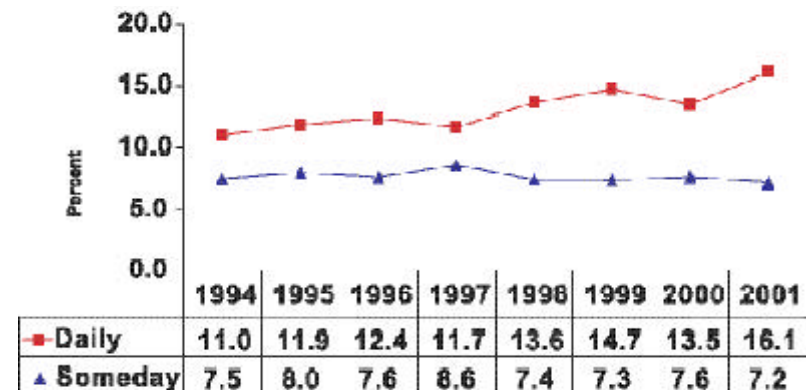
- The increase in current smokers among 18-24 year olds is due to an increase in daily not someday smoking (smoking on some days as opposed to every day).
- Someday smoking is more prevalent among 18-24 year olds than people aged 25 and older and did not change substantially between 1994 to 2001.

Smoking prevalence among 18-24 and 25+ age groups in California, 1994-2001



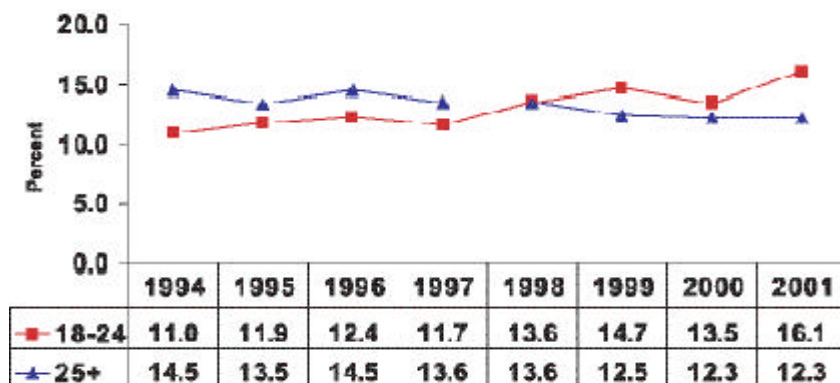
Source: BRFS and CATS weighted to the 1990 California population using 4 race and 6 age groups.
Prepared by: Tobacco Control Section, California Department of Health Services, May 2002

Daily and someday smoking prevalence among the 18-24 age group in California, 1994-2001



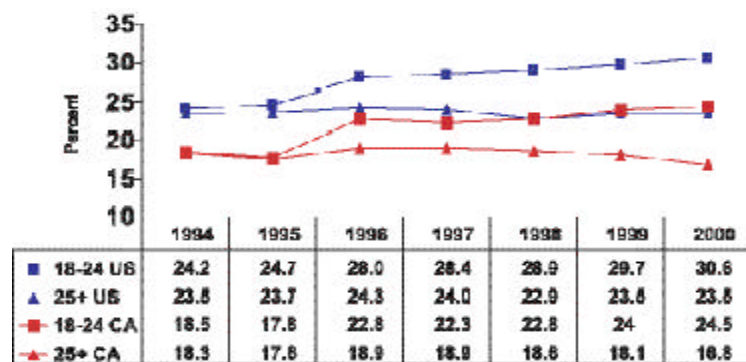
Source: BRFS and CATS weighted to the 1990 California population using 4 race and 6 age groups.
Prepared by: Tobacco Control Section, California Department of Health Services, May 2002

Daily smoking prevalence among 18-24 and 25+ age groups in California, 1994-2001



Source: BRFs and CATS weighted to the 1990 California population using 4 race and 6 age groups.
Prepared by: Tobacco Control Section, California Department of Health Services, May 2002

Smoking prevalence among 18-24 and 25+ age groups, California, and the rest of the U.S. 1994-2000



Source: California BRFs and CATS weighted to the 1990 US population using 4 race and 2 age groups. US BRFs weighted to the 1990 US population using 4 race and 2 age groups.
Prepared by: Tobacco Control Section, California Department of Health Services, May 2002

Daily Smoking

- While daily smoking among people age 25 and over has steadily decreased, 18 - 24 year old daily smoking prevalence has increased.
- Daily smoking among 18-24 year olds has increased from 11.0% in 1994 to 16.1% in 2001, which is a 46% relative increase.
- On average, from 1997 through 2001, the prevalence of daily smoking was 50% higher among 18-24 year old men than among 18-24 year old women.

The Behavioral Risk Factor Survey (1984-present) and The California Adult Tobacco Survey (1993-present) are random digit-dial telephone surveys of 8,000 adults conducted annually, by the Computer Assisted Telephone Interviewing (CATI) Unit of the Cancer Surveillance Section of the CDHS. Data have been weighted to the 1990 California population using gender, 4 race and 2 age groups unless otherwise specified.

¹: Media Tracking Survey, 2002

California versus the rest of the United States

- From 1994 to 2000, smoking prevalence among 18-24 year olds increased in both the rest of the U.S. and California.
- From 1994 to 2000, smoking prevalence was higher in the rest of the U.S. than in California for both the 18-24 and 25 and older age groups.
- Smoking prevalence among 18 -24 year olds increased 32.4% in California from 1994 to 2000, while 18 - 24 year olds in the rest of the U.S. increased 26.4%.

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